

# CHAPTER 1

## INTRODUCTION

### 1. Background to the Project

Social entrepreneurship is the creation of social value formed by collaborating with other people or community organizations involved in a social innovation that usually implies an economic activity (Hulgard 2010).

Social entrepreneurship is a term derived from entrepreneurship. A combination of two words, social and entrepreneurship. A simple definition of a social entrepreneur is someone who understands social problems and uses entrepreneurial skills to make social change, especially in the areas of welfare, education, environment, and health (Cukier 2011).

One of the problems solved by a social entrepreneur is the problem of waste, the waste problem can be solved by several methods such as reuse, reduce, and recycle. Recycling is activities that changes something that is no longer useful. Recycling can be carried out for sources found in many areas that are not managed properly such as paper, plastic, cans, etc.

Waste is also one of the social problems in the city of Padang, especially waste from seafood restaurants. There is a number of seafood-based restaurants in Padang City has resulted in an accumulation of household waste in Padang City, such as shellfish, crabs, etc. The accumulation of household industrial waste will result in environmental damage and great losses for other living things. Whereas this waste

can be recycled into goods with economic value that can improve the economy of the societies.

From the explanation above, the author wants to solve this social problem caused by the waste of seafood (especially clamshell) from the restaurant in Padang city. Author tries to recycle these wastes and make them into goods that have economic value and overcome the social problem well. This will also improve the social economy by empowering the society in Padang to make a product and preserve nature.

The reason why the author chose clamshells is that there is a lot of this waste being accumulated in the trash shells at a seafood restaurant in Padang City. Therefore, the authors want to manage this clamshell to become goods that will have economic value. This project will also create job opportunities for people in Padang City by empowering them to produce goods made off the clamshell and improve their economy as well. So this project will be focused on managing the waste of clam shells from seafood restaurants in Padang City by producing them into economically viable goods and entitling this project with ***“Project of Processing Clamshell Waste From Seafood Restaurant to Create a Social Enterprise and Solve Social Problem In Padang City”***.

### **1.1. Project Identification**

Based on the problems in the background. This project is carried out to manage clamshell waste from restaurants as one of the social problems in the city of Padang.

## 1.2. Project Goals And Benefits

### 1.3.1 Project Goals

The purpose of this project is to create a social enterprise that manages Clamshell waste from seafood restaurants into goods of economic value so that this will have an impact on and become a solution to social problems that exist in the city of Padang.

### 1.3.2 Project Benefits

#### 1. Theoretical benefits

Theoretically, the benefits will be obtained from this project are to provide solutions to social problems that exist in the city of Padang with a business concept that is not only profit-oriented but also for the environment and society.

#### 2. Practical benefits

Practically, the benefit of this project is to manage Clamshell waste from seafood restaurants in Padang city so that it can reduce waste and become a solution to social problems. And empowering the society in Padang city to make the product.



### **1.3. Project Systematics**

#### **BAB I INTRODUCTION**

Describe the project background, project identification, project goals and benefits.

#### **BAB II REVIEW OF THE PROJECT LITERATURE**

Contains discussion of concepts and theories as the basis for designing the business model of the project.

#### **BAB III PROJECT METHOD**

Includes preliminary study, literature study, data collection, problem identification, problem formulation, method selection, social business model canvas, and SWOT analyst

#### **BAB IV PROJECT IMPLEMENTATION**

Contains a business description and opportunities, social business model canvas, SWOT analysis, Product, Marketing, and Financial.

#### **BAB V CLOSING**

Contains Conclusions and Suggestions Based on Studies Conducted in Product Development and Innovation

